

Listing of Claims:

1. (Currently Amended) A method of advertising, the method comprising:

 selling space on a disposable diaper diapers to a sponsor; and

 placing an ad for a product other than disposable diapers onto the disposable diaper diapers.

2. (Cancelled).

3. (Currently Amended) The method of claim 1 further comprising selling the disposable diaper diapers to customers.

4. (Currently Amended) The method of claim 1 wherein the ad is a first ad, the product is a first product and the sponsor is a first sponsor, and wherein such the method further comprises:

 selling space on the disposable diaper diapers to a second sponsor; and

 placing a second ad for a second product other than disposable diapers onto the disposable diaper diapers.

5. (Currently Amended) The method of claim 4 wherein placing the first ad onto the disposable diaper diapers includes placing the first ad on a front of the disposable diaper diapers, and placing the second ad onto the disposable diaper diapers includes placing the second ad on a back of the disposable diaper diapers.

6. (Currently Amended) The method of claim 1 wherein placing the ad onto the disposable diaper diapers includes printing the ad onto the disposable diaper diapers.

7. (Currently Amended) The method of claim 1 wherein placing the ad onto the disposable diaper diapers includes affixing a detachable ad onto the disposable diaper diapers.

8. (Currently Amended) A system for generating advertising revenue comprising:

a disposable diaper diapers; and
an ad[ads] for products other than disposable diapers placed onto the disposable diaper diapers.

9. (Cancelled).

10. (Currently Amended) The system of claim 8 wherein ~~each~~ of the disposable diaper diapers includes a first ad on a front of the disposable diaper diapers and a second ad on a back of the disposable diaper diapers.

11. (Currently Amended) The system of claim 10 wherein the first ad is for a first product other than disposable diapers and the second ad is for a second product other than disposable diapers.

12. (Currently Amended) The system of claim 8 wherein the ad is ~~ads are~~ printed onto the disposable diaper diapers.

13. (Currently Amended) The system of claim 8 wherein the ad is ~~ads are~~ detachable from the disposable diaper diapers.

14. (Currently Amended) A method of promoting product purchases, the method comprising:

placing a promotion relating to purchasing the product onto a disposable diaper diapers; and

selling the disposable diaper diapers to a
customercustomers.

15. (Currently Amended) The method of claim 14 further comprising manufacturing the disposable diaper diapers.

16. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper diapers includes placing a promotion relating to purchasing disposable diapers onto the disposable diaper diapers.

17. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper diapers includes placing a promotion relating to purchasing a product other than disposable diapers onto the disposable diaper diapers.

18. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper diapers includes placing a coupon for purchasing the product onto the disposable diaper diapers.

19. (Cancelled).

20. (Currently Amended) The method of claim 14 wherein placing a promotion onto the disposable diaper diapers includes selling space on the disposable diaper diapers to a sponsor to place the promotion onto the disposable diaper diapers.

21. (Cancelled).

22. (Currently Amended) A system for promoting product purchases, the system comprising:

a disposable diaper diapers; and
a promotionpromotions related to purchasing the
productproducts, the promotionpromotions being placed onto the disposable diaper diapers.

23. (Cancelled).

24. (Currently Amended) The system of claim 22 wherein each of the disposable diaper diapers includes a first promotion on a front of the disposable diaper diapers and a second promotion on a back of the disposable diaper diapers.

25. (Currently Amended) The system of claim 22 wherein the promotion~~promotions~~ relates to purchasing disposable diapers.

26. (Currently Amended) The system of claim 22 wherein the promotion~~promotions~~ relates to purchasing products other than disposable diapers.

27. (Currently Amended) The system of claim 22 wherein each of the disposable diaper ~~diapers~~ includes a first promotion that is related to purchasing a product other than disposable diapers and a second promotion that is related to purchasing disposable diapers.

28. (Currently Amended) The system of claim 22 wherein the promotion is~~promotions are~~ printed onto the disposable diaper ~~diapers~~.

29. (Currently Amended) The system of claim 22 wherein the promotion is~~promotions are~~ detachable from the disposable diaper ~~diapers~~.

30. (Cancelled).